

# Theme 4: Technology Transfer and Outreach

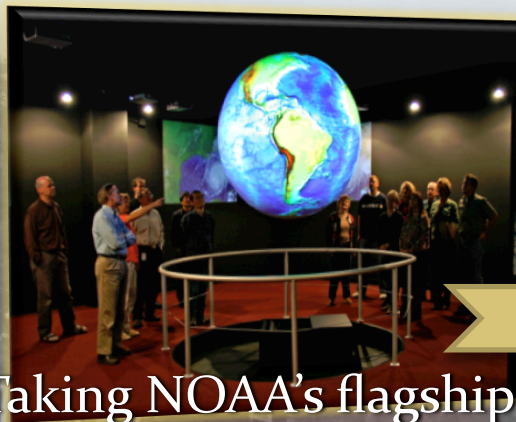
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Virtual Worlds Overview



# What are virtual worlds?



Taking NOAA's flagship educational tools...



... and creating scalable outreach experiences.

## 3-D Visualizations

- Immersive storytelling
- Bringing NOAA's research to life

## Social Interaction

- Communication
- Collaboration
- Community

## Global Audience

- Scalable experiences
- Untapped market



# Why do we do it?

- NOAA's Vision
  - Creating an environmentally literate society
- NOAA's Education Strategic Plan
  - Exploring new technologies for education
- Immersive Internet White Paper
  - Supporting business and security justifications
- America COMPETES Act
  - Authorizing NOAA with the authority to educate







<http://www.youtube.com/watch?v=is8YX32GAyQ>





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**Questions?**  
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